



## Job Description and Person Specification Training, Income and Fundraising Lead

**POST:** Training, Income and Fundraising Lead

**LOCATION:** Keighley/Sheffield/Doncaster

**GRADE:** 5; Salary: £28,917 FTE £17,350 (Actual)

**HOURS:** 21 hours per week

### **Purpose of the Job:**

- To drive the core income fundraising activity through sales of external training for the training team in West and South Yorkshire
- Identify opportunities to grow organisational revenue. This can be via direct sales, sponsorship or funding opportunities

### **Main Duties**

- Active and Reactive sales of Project 6 Training Services to public and private sector clients across Yorkshire
- Management of a CRM system, ensuring all record are up to date with a clear pipeline of activity
- Market our training services by the most suitable and cost-effective means, this includes, prospecting, social media, flyering, new and established relationship development.
- To pro-actively contact new & existing clients/sponsors by telephone to sell & make such clients aware of the business's training course portfolio
- Negotiating with clients to finalise any potential opportunities
- Working with the Training Services team to ensure scheduling is achievable and realistic
- The ability to step in to cover ad hoc training when required
- To support income generation activity with bid and funding opportunities including drafting of relevant bids
- Sell sponsorship and tickets for the annual Ideas Conference
- Serve as the primary point of contact for all potential and existing clients
- Ensure training meets the relevant training standard (i.e. CPD)
- Assist with course accreditation when needed
- To report back to the Director of Learning & Development regularly on targets and KPIs for the role and team.
- Act promptly to resolve client issues or concerns, coordinating with internal departments when necessary.
- To fully adopt and adhere to the company's equal opportunity policy, ensuring that all candidates, fellow employees, and customers are treated fairly and impartially showing respect for all
- To always represent the company in a professional manner



## Job Description and Person Specification Training, Income and Fundraising Lead

- Any other duties as deemed necessary by the line manager
- Supporting the Director of People, Learning & Development with the management of the Training Services team

### Person Specification

- Experience working in direct B2B sales previously
- Great communication skills across multiple platforms
- Negotiation Skills
- Computer literate and experience with platforms such as CRMs (Zoho, HubSpot etc)
- Excellent written skills
- Analytical mindset who can identify and follow up on potential business opportunities.
- Able to work to clear target
- A desire to work within a charitable organisation (specifically with those affected by Drugs &/or Alcohol)



## Job Description and Person Specification Training, Income and Fundraising Lead

### PERSON SPECIFICATION

<b>Education/Qualifications/Knowledge</b>	<b>Testing Method</b>
High level of computer literacy	<b>Application/Interview</b>
Recognised sales or L&D qualification (Desirable)	<b>Application</b>
<b>Experience</b>	
2 years' experience selling B2B services	<b>Application</b>
Experience of negotiating with clients, face to face, online and via telephone	<b>Application and interview</b>
Demonstrable experience working with and exceeding financial targets	<b>Application and interview</b>
Experience managing a client database in accordance with GDPR	<b>Application and Assessment</b>
<b>Skills and ability</b>	
Highly effective communication skills across multiple platforms	<b>Assessment</b>
The ability to work accurately and effectively under pressure, prioritising workload to achieve deadlines.	<b>Application</b>
<b>Values</b>	
Strong personal commitment to the work and values of Project 6.	<b>Assessment</b>
A firm belief that all people matter	<b>Assessment</b>
An evidenced belief that everyone can change	<b>Assessment</b>
A track record of delivering on your commitments	<b>Assessment</b>
A personal commitment to equality, diversity, and Inclusion	<b>Assessment</b>